

Proposal....

The Dahlonega Car Club would like to expand our current 4<sup>th</sup> of July Charity Classic Car Show to include church and for-profit vendors.

A survey of attendees has shown we lack one thing that would move our 4<sup>th</sup> of July car show to a "must attend" status....Vendors.

The Moonshine Festival in Dawsonville fields over 600 show cars for a Friday-Sunday event at their Municipal Complex and Lanier Tech Campus area. Their car show is considered a major spectator draw and the main reason for spectators to attend. Last year, over 30,000 people enriched the merchant and vendor coffers throughout their normally sleepy downtown.

In comparison, Dahlonega's 4th of July car show at our Administration Building/Library Complex was only able to field 150 cars in 2015. A telephone and "nose to nose" survey indicated "lack of vendors" as the stumbling block. **Car part vendors are a big reason so many enthusiasts attend shows like Moonshine.**

We have not had vendors at any of our shows for two reasons:

1> Our show is held on County Owned Property with an unwritten rule against hosting "for-profit" vendors.

BUT.. Several Lumpkin County based events (Gold Rush, Bear on the Square, The Lumpkin County High School Car Show at the Middle School, etc.) do so now. So, no new precedents need to be set.

2> Vendors may provide competition for the local merchants.

BUT.. We are talking custom car parts of the dress-up or performance variety not usually available at auto stores. (However, we would accommodate our local car stores at the top of our vendor invitee list)..They, as well as Local Churches selling bake sale items to fund Youth Group ventures and the like would love to participate. Our restaurants and stores already lure attendees downtown with gift certificates.

As our history shows, **our club donates our proceeds only to LOCAL causes:** (Five years ago, we dropped United Way after we found that our donations went more to Hall than Lumpkin Charities). In 2015, Community Helping Place and DARE will continue to be our beneficiaries. Later this year, CASA and the Rainbow House will be the recipients of profits from our November Montaluce Vineyard Fall Show.

**What kind of car owner are we dealing with?**

The typical attendee is 40-60 years old, has disposable income and a shiny cruising show car valued at more than a brand new vehicle. (Did you know that the \$400,000 National Champion Custom Car lives in Dahlonega? It is owned by Tammy Ray and housed at Crisson Gold Mine). These vehicles pose very little challenge for local police agencies as the owners baby their vehicles rather than abuse them.

**We are good neighbors...** When we buy awards, engraving, signage, banners, cones and all the rest of our paraphernalia, we buy it in LUMPKIN County even when it often comes at higher cost than offered elsewhere.

**WE WOULD LIKE TO GIVE MORE...**

Remember, whatever your decision will be, the Dahlonega Car Club will continue to be good neighbors. BUT, if this proposal receives your affirmative votes, there will be more attendees who will tell more friends to come SPEND their money and time in Lumpkin, and we will have more money to donate at home.

Respectfully submitted...

Dahlonega Car Club  
Tully Johnstone, President  
May 5, 2015